

9th International Conference on RARE DISEASES & ORPHAN DRUG

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Public Awareness; A Rare Perspective Accelerating Awareness In The Age Of Personal Genetics**Barby Ingle***BS Social Psychology, President International Pain Foundation, USA*

There is concern that raising awareness about the role of genetics in chronic disease aetiology will undermine public belief in the importance of lifestyle, resulting in negative consequences for public health. We hypothesised that people who believe genetics influence chronic disease risk are less likely to believe lifestyle factors play a role. A population-based survey of 1,747 British adults included open-ended questions about cancer and heart disease risk factors. For causal beliefs about genetics and lifestyle, responses were coded. One-third of those polled identified genetic factors as influencing cancer (35%) and heart disease (36%). Identifying genetic risk for both diseases was associated with female gender, older age, and education, as well as a family history of heart disease. Individuals who identified genetic influences on cancer risk were more likely to mention diet (p 0.001) and exercise (p 0.05), as well as more overall lifestyle factors (p 0.05), regardless of demographics or family history. For heart disease, the patterns were similar. People who acknowledge that genetics influence chronic disease risk appear to be more likely, not less likely, to acknowledge the role of lifestyle, contradicting suggestions that the public takes a 'either/or' approach to the aetiology of these potentially preventable diseases.

Keywords: genetics, chronic disease, cancer, heart disease, aetiology**Biography**

Barby Ingle is a best-selling author, reality personality, and lives with multiple rare and chronic diseases; reflex sympathetic dystrophy (RSD), migralepsy, PALB2-var breast cancer, valley fever, endometriosis and other pain disorders. Barby is a chronic pain educator, patient advocate, and president of the International Pain Foundation. She is also a motivational speaker and best-selling author on pain topics. Her blog, reality shows and media appearances are used as a platform to help her become an e-Patient advocate, and she presents at healthcare conferences, speaking publicly, sharing her story, educating and advocating for patients across the globe. She has received more than 20 commendations over the years for her advocacy work including; 2012 WEGO Health Ms. Congeniality, 2012 NAF You Are Our Hero Award, 2013 International Inspirational Luminary, 2015 IDA Impact Award, and 2016 WEGO Health Lifetime Achievement. In 2017, Barby was named a Health Information Technology Top 100 Influencer by HealthScene and Top 20 Health Influencer by Insider Monkey Magazine. In 2018, Barby received the Reality All Star Reunion Superstar award for her Social Media efforts and Top 50 Chronic Pain Advocates. In Feb. 2021, Barby was listed in the top 75 social media advocates for Rare Diseases.

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